BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Subsidiary Diploma in Esports Pearson BTEC International Level 3 Diploma in Esports Pearson BTEC International Level 3 Extended Diploma in Esports
Unit number and title	**9** Live-streamed Broadcasting
Learning aim(s)	**A** Explore live-streamed esports/games characteristics and technologies **B** Prepare for a live-streamed esports/games broadcast **C** Broadcast live-streaming esports/games using industry standards
Assignment title	Stream it!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	The college's esports department has approached you and asked if you would produce and run a streaming account for the them. This will require you to explore live-streaming and the different codes and conventions of various games and associated technologies. You will also need to plan and prepare the college's first live-streamed broadcast which will take place on an agreed date. The live-stream you prepare and broadcast must be creative, exciting and cohesive and be a positive advert for the esports department at your college.

Task 1	The college management team want to be sure that you understand live streaming within the esports industry and have asked you to present them with some case studies. You should select three different esports games and evaluate the specific techniques and technologies associated with the live streaming of these games. You should ensure that your capture the excitement and character of the various games and streamers that you explore and use video examples to support your points and bring your presentation to life so that the college's management team can get a feel for the excitement and fun of live streaming. For each of your chosen games, you should evaluate: ● the broadcast content and purpose ● how the broadcast is appropriate for the target audience and meets their expectations ● the branding and audio-visual features ● the codes and conventions associated with specific games and/or streamers ● how the live-stream interacts with the audience You should also evaluate how specific technologies are used to create

	and broadcast the game so that it is in line with audience expectations. For each of your chosen games, you should evaluate the use of: • hardware and software • cameras • lighting and visual effects • sound equipment and effects
Checklist of evidence required	• Three case studies
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.P1	Explain general characteristics of live-streamed esports/games broadcasts.
A.P2	Describe how technologies are used to create and broadcast live esports/games.
A.M1	Analyse how characteristics and conventions of live-streamed esports/games broadcasts contribute to the audience experience.
A.M2	Compare the suitability of different techniques and technologies used to create and broadcast live esports/games.
A.D1	Evaluate different live-streaming techniques and technologies across a range of esports/games and how they deliver quality content for their target audiences.
Task 2	You will need to prepare and develop a detailed plan for your own live stream of a game by your college's team. You should produce a live-stream plan that includes the following: • target audience • content and purpose • required equipment and technology • call sheets, schedules and running orders • budget • risk assessments • copyright clearances e.g. if you plan to use third party music or video excerpts • branding You should then source, set up and test the equipment and prepare for the actual broadcast.
Checklist of evidence required	• Live stream plan • Video footage/annotated photographs/observation records of your setting up and testing of the equipment
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.P3	Develop appropriate plans for live-streaming esports/games.
B.P4	Develop appropriate materials and setup through generally adequate pre-production and testing.
B.M3	Develop detailed and competent plans, materials and setup using effective pre-production and testing.
Task 3	

	Once the preparation is complete you will broadcast to the audience. You should ensure your live stream is fun and exciting and promotes your esports team to a wider audience. As this is the first ever broadcast for the team, you should ensure that it creates a memorable and positive impression. To ensure this, you must ensure that you exploit your chosen techniques and technologies creatively, fluently and confidently and that you communicate well with others. Your broadcast must also maintain legal and ethical standards in relation to your audience.
Checklist of evidence required	• Screen recording of the live broadcast • Video footage/annotated photographs/observation records of you carrying out the broadcast
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.P5	Use appropriate techniques and technologies to produce and broadcast a generally adequate live-stream.
C.P6	Maintain legal and ethical standards appropriate to the audience.
C.M4	Use effective techniques and technologies to produce and broadcast a cohesive live-streaming esports/games.
BC.D2	Demonstrate confident and fluent planning, development, setup and broadcasting of live-streamed esports/games that shows thorough preparation and exploits a range of technology and communication opportunities.
Sources of information to support you with this Assignment	**Websites relating to Live Streaming** www.groovygecko.com www.juked.gg www.twitch.tv www.egamersworld.com/streams www.egb.com/play/live www.esportsguide.com